

Executive Summary

SCOTTSDALE 2003 TRANSIT PLAN

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SCOTTSDALE TRANSIT PLAN COMMITTEE

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In Memoriam

The City of Scottsdale and the Scottsdale Transit Plan Committee gratefully acknowledges the contributions of Dorothy Hopkins. She will be missed.

1. EXECUTIVE SUMMARY

Goal

The goal of this transit plan is to provide policy guidance in the development and where necessary, retraction of the transit system. It does not suggest any funding strategies, but rather offers a framework for what transit should look like in Scottsdale.

Policy Statements

- Transit service should be implemented based upon customer demand, performance and availability of funding.
- Transit service should be actively marketed in order to increase ridership and fare revenues.
- The area of Scottsdale south of the Loop 101 should have frequent service on more closely spaced routes; the area north of the Loop 101 should have less frequent service on more widely spaced routes.
- Outside funding sources (e.g. fares, federal grants, regional transit funding) should be maximized.
- Transportation choices should be balanced with productivity when considering transit service reductions.

General Recommendations

- Assign Transportation Commission as a transit oversight committee.
- Actively market transit.
- Prepare a monitoring system for reporting performance of service.
- Consider land use strategies that encourage transit friendly design.
- Increase shelter maintenance as shelters are constructed.

Recommendations for Current Services

- Operate Scottsdale Trolley year round, on Sundays and longer hours per day.
- Expand operating hours and frequencies on current bus routes.

Special Services

- Continue to meet the mobility requirements for people with disabilities as required by the Americans with Disabilities Act.
- Expand alternative paratransit programs with the purpose of managing costs of Dial-a-Ride costs and providing basic service to seniors and people with disabilities.

Recommendations for New Transit Services

- Create a Resort Trolley in partnership with the resorts and merchant associations.
- Create second Scottsdale Trolley route in the downtown
- Create a circulator in southern Scottsdale to serve areas such as Paiute Center, Civic Center Senior Center and Civic Center Library.
- Create a limited stop service on Scottsdale Road.
- Provide service using Lincoln Road and Indian Bend Road
- Plan and establish a neighborhood circulator in McCormick Ranch.
- Provide access to the Salt River Pima Maricopa Community and Mesa by participating in a McKellips Road fixed route.

- Plan and establish a neighborhood circulator in McDowell Mountain Ranch.
- Provide an express route from McDowell Mountain Ranch Telecommute Center to Phoenix.
- Provide an express route from a park and ride at Pima Road and Pima Freeway into Phoenix.
- Plan and establish a neighborhood circulator near Shea and 132nd Street.
- Plan and establish a neighborhood circulator in DC Ranch.
- Provide an express route from a park and ride at Pima Freeway and Shea Boulevard into Tempe/Phoenix.
- Extend the Scottsdale Road route to Pinnacle Peak.
- Create a limited stop route on Pima Road.

2. THE VISION

2.1 Vision Statement

The transit system provides accessible mobility choices supporting a diverse population, improved air quality, greater safety, cost effectiveness, multiple mobility modes and integration with other valley transit systems.

2.2 Values

- Offer mobility choices that reflect the community's diverse needs, lifestyles, and neighborhood dynamics and reduce reliance on automobiles.
- Develop a transit system that supports the natural environment, preserves the Sonoran desert and improves quality of life.
- Support contiguous and consistent regional and citywide connections.
- Encourage partnerships between citizens, businesses, system users and the city to develop, promote and implement the transit system.
- Pursue efficiency and efficacy in balance with availability of choices.
- Use technology to increase effectiveness and efficiency of system performance.
- Ensure that choices made today consider our vision for the future.

2.3 Goal

The goal of this transit plan is to provide policy guidance in the development and, where necessary, retraction of the transit system.

3. TRANSIT SERVICE

3.1 General Policy Statements

To support the vision articulated above, the following policies have been developed:

Regional Connections

- The Scottsdale Transit Plan encourages the development of regional transit service to meet inter-city travel needs.
- Policies for transit service in Scottsdale will be developed in coordination with policies in neighboring jurisdictions.

Special Services

The City of Scottsdale is committed to making its transit service accessible to people who have mobility-impairments, using both traditional and non-traditional services to meet their transportation needs.

System Expansion and/or Retraction

The transit system should be developed in response to travel demand. This policy includes:

- Actively marketing the transit system in order to generate demand for existing services.
- Encouraging development of coordinated linkages between the transit system and land use policies.
- Promoting transit demand in new areas by encouraging transit and pedestrian friendly facilities.
- Creating policies to balance automobile and transit systems such as the use of bus bays and bus priority systems.

Education

The City should actively educate, market and promote transit with the intention of increasing ridership and establishing new markets for transit.

Quality of Experience

- The City should seek to improve communications between all elements, providers and users of the system wherever feasible.
- The City should demand high standards for operations excellence from its contractors including passenger comfort, customer service and reliability.

3.2 Operating Policy Statements

These operating statements are intended as strategic goals for the system and should be implemented as ***demand is demonstrated***. Service levels on regional routes should not exceed those of neighboring jurisdictions.

Days of Service

Fixed Route Service The system should operate seven days a week, all year, including holidays.

Operating Hours

All routes should operate between 5 a.m. and 1 a.m.

Frequency

All routes should be operated at 15-minute service levels from start of service until early evening and half hour service thereafter.

Route Design

Fixed route and flexible routes should be designed using local community input.

Coverage

- South of Loop 101: Route spacing should be at 1/2-mile intervals except where the street system does not allow a grid system; circulators would be used in non-grid areas.
- North of Loop 101: Route spacing should be sparser; circulators should be used in non-grid areas.

Fare Pricing

Fare structure should:

- Be coordinated with the regional system
- Include off-peak pricing to encourage more ridership
- Continue to include free fares for downtown shuttles and neighborhood circulators
- Allow for a free-fare trial period during start-up of each new service

Cost Recovery through Fares

The overall goal of the system is to achieve 25% of funding from the farebox for that portion of the system upon which fares are collected. This plan acknowledges that some routes support community social goals and may not perform at this level. New services operating less than one year are not included in the goal as it is acknowledged that new services require at least a year to achieve minimum operating standards.

Downtown shuttles should operate free fare for the following reasons:

- Eliminating the fare speeds operations which is crucial to this type of service,
- These services serve major activity centers where short trips as well as repetitive trips are encouraged; eliminating the fare encourages more people to use these services rather than re-parking their vehicle.
- These services specifically support economic vitality by introducing new potential customers to businesses.

Bus Stops

Bus stops should generally be spaced $\frac{1}{4}$ mile apart except in areas of greater demand and in areas predominantly used by seniors and people with disabilities. Where the bus operator deems safe, passengers may alight from a bus at a non-designated place.

Service Trial Period

A service trial period should be established for all new services, route extensions or modifications. Typically, new service should be operated for a minimum of one year.

Shuttle services are designed to operate in small areas serving very short trips. These services are often delivered using specialty theme vehicles. Routes and schedules should be very easy to understand.

- The service should be designed with frequencies of ten minutes or less.

- The service should be designed to a specific purpose (e.g., deliver people from parking area to a stadium.)

Flexible Route Service

Flexible route services have many variations and are designed to be adaptable to special circumstances. For example, vehicles providing a service may have a basic route to follow but when requested, the vehicles may deviate from that route. Similarly, schedules may be written so that variations may be allowed.

- The service should be designed in coordination with neighborhoods
- The service should be anchored to a fixed route service at a major activity point
- The service should use small vehicles

Special Services

Special services are those that are directed to two specific markets: seniors and people with disabilities.

Mobility Training

Personalized training is provided to seniors and people with disabilities through the Community Forum. This training matches an instructor with similar physical abilities to the user and the training is accomplished on the buses routes the user is most likely to use. In addition, Valley Metro provides group travel training through senior centers on routes leading to the senior centers. The City should continue to support mobility training in all forms to encourage citizens to utilize the bus system, less expensive special services and as a last resort dial-a-ride.

East Valley Dial-a-Ride (EVDAR)

The EVDAR is provided by joint agreement between Mesa, Chandler, Gilbert, Tempe, Scottsdale and Valley Metro. It is a shared-ride service for senior citizens and people with disabilities. Registered participants can either make a reservation or call for an immediate ride in a van that is also picking up other passengers.

- ADA service should be designed in coordination with and meet the standards of the Regional ADA Plan
- City-provided demand service should strive for service standards similar to ADA standards

Cab Connection and Transportation Reimbursement and Information Program (TRIP)

Cab Connection is a new Scottsdale program that is designed to offer seniors and people with disabilities an alternative to DAR. While important to the regional transportation system, DAR can be expensive and result in lengthy trips for some passengers. This taxi voucher program provides users more flexibility than EVDAR and operates at less cost to the city. These programs should continue to seek new ways of meeting customer needs.

- The primary goal of this program is to provide an excellent service to the special needs customer by keeping control of the trip in the customer's hands.
- A secondary goal is to maintain a low average cost per trip to the city when compared to Dial-a-Ride services.



3.3 Performance Standards

Standards are indicators or measures of the system that trigger further analysis if the parameters are exceeded or are not met. Some standards are objective and are based on industry

experience while others allow services to be compared relative to each other. Generally speaking, the more objective standards are used for effectiveness evaluations while relative objectives are used for efficient management objectives. For some types of services, no performance standard is set although a more general goal may be pursued.

Specific performance measures are used for specific services:

- Arterial Routes (Performance standard: 1.80 passengers/mile minimum)
- Local Routes (Performance standard: 1.00 passenger per mile minimum)
- Express Routes (Performance standard: 20 passengers per trip minimum)
- Dial-a-Ride (No performance standard as ADA service is federally required. Goal: Stabilization, if not reduction, of annual operating budget.)
- Cab Connection/TRIP (Performance standard – ½ cost per trip of DAR. Goal: Decrease reliance on Dial-a-Ride.)
- Trolley (Performance standard: more passengers per day than last year.)

3.4 Capital Policy Statements

This plan recognizes that capital investments directly affect passengers' experience of transit and as such should be implemented with the highest quality of experience in mind. The

transit system should reflect the high standards of Scottsdale character. The City should leverage local dollars with federal, state and regional funds whenever possible.

Passenger Waiting Areas (Bus Stops)

- Bus stops in residential areas should be designated with a pole and a sign. Benches and trash receptacles should be placed at the bus stop with notification to the property owner and tenants.
- Bus stops adjacent to multi-family developments should be designated with a pole and a sign. Benches and shelters should also be placed at the bus stop.
- Bus stops along minor and major arterial streets should be shaded, comfortable, safe and easily cleaned and repaired.
- Passenger waiting shelters should be oriented to provide shade first in the primary travel direction during peak hours and second throughout the maximum number of hours of the day. Shelter design should be sensitive to the character of the surrounding neighborhood.
- Other amenities should also be added as technology becomes available.
- Adequate seating should be provided.
- Maintenance at stops (such as shelter cleaning or trash disposal) should be provided commiserate with the level of activity occurring at the stop.



**Figure A.
Standard Bus Shelter**

Park and Ride Lots

Park and Ride lots are intended to allow people who live in areas not immediately served by transit routes to access transit for their daily commute trips.

- Park and Ride lots where justified should be established near freeways and, whenever possible, have direct access onto freeway facilities
- Park and Ride lots should be served primarily by express routes and, when possible, by feeder local routes.
- The City should own Park and Ride lots; operations of the lots should be evaluated to determine if contracting the operation is advantageous to the City and to the users.

Telecommute Centers

A telecommute center includes office space, conference rooms and office equipment areas designed for use by people who choose to work near home. A telecommute center should be established and operated for a minimum of three years as a demonstration project to determine the feasibility of additional facilities. The telecommute center may initially be operated with city subsidy funds but should be operated with the intent of being self-sustaining within the demonstration period.

Transit Centers

Transit centers accommodate the transfer of passengers between buses at a point where several routes converge. Transit centers should be located where their existence will improve the efficiency or safety of the operations of the system, facilitate passenger transfers, and improve general traffic conditions.



**Figure B.
Loloma Station**

Maintenance/Fueling Facilities

The City should own maintenance and fueling infrastructure or support a regional facility. This allows more competition (and possibly lower operating costs) from service providers. These facilities may also be co-owned and/or coordinated with other municipalities and transportation governmental agencies.

Transit Vehicles (excluding Cab Connection, TRIP and short duration contracts, e.g. Giants Shuttle)

Vehicles should:

- Meet federal, state and regional standards
- Be owned by the city
- Be sized to the service provided
- Emphasize comfort through low steps, easy access and heavy-duty air-conditioning
- Be designed to allow easy and thorough cleaning
- Should have tinted windows to reduce glare and heat but also allow passengers to see through the tint.
- Should use fuels that improve air quality
- Include bike racks, enunciators and security cameras
- Include automatic vehicle locators, passenger counters and technology to monitor the operation of the bus
- Include fareboxes that can accommodate flexible fare media (e.g., magnetic cards) and provide accurate data.



**Figure C.
Transit Vehicle**

Rapid Transit Systems

A Rapid Transit Study addressing whether a mass transit system (such as light rail) is warranted in Scottsdale has been conducted. This plan recognizes the continuing need to study the potential for rapid mass transit systems and that these systems may be warranted in the future.

Transportation System and Travel Demand Management

An effective transit system includes a variety of strategies beyond buses and dial-a-ride. These strategies use technology, encourage business and personal trip management and implement policies

that directly or indirectly influence travel choices, such as parking policies. Strategies may include:

- Transit Priority Options
 - Support high occupancy vehicle (HOV) lanes
 - Construct queue jumpers that allow buses to move more quickly through an intersection.
 - Coordinate signal priority to favor buses where appropriate.
- Employer strategies
 - Encourage coordination of activities occurring through the Maricopa County Trip Reduction Program
 - Support ridesharing
 - Encourage flex time
 - Promote incentives in companies affected by the Maricopa County Trip Reduction Program and companies too small to be governed by this legislation.

3.5 Integration with Land Use Policies

Where appropriate to the types of land use and character contained within a character area, consider strategies that support the provision and viability of existing and planned transit facilities and services into the character area.

Preservation Area

Transit may serve major destinations, such as trailheads or interpretive centers located in preservation areas, using shuttle-type transit services.

Regional Corridors

Ensure that transit is factored into development proposals along major transit routes (existing and proposed), particularly those that provide city-wide or regional connections.

Design standards and policies should be created that place entrances into the multi-family residences and commercial centers within 300 feet of the transit system corridor.

New or expanded multi-family projects (with at least 200 units) or offices, retail uses or major service uses (all with at least 100,000 square feet) should provide transit stop facilities along any adjacent street frontage that has an existing or planned transit route.

The site planning for all new developments of 10 or more acres (or redevelopment projects of 5 or more acres) should demonstrate that pedestrian walkways are continuous between the access points of the on-site buildings and any existing or planned transit stops provided by the development or should provide shuttle connections with the transit system.

Major public service facilities, including but not limited to institutions of higher learning, senior centers, hospitals and satellite service centers should be located along or near major existing or planned transit service routes.

Transit Capital Improvements

Whenever a new or redeveloped multi-family, office, retail or service use project is proposed within 1,000 feet of a proposed or existing transit stop, the building entrances should be oriented toward the transit stop. There should be also continuous

pedestrian access facilities between the entrance(s) and the transit stop.

Bus stop improvements, including bus bays, shall be stipulated to adjacent (either new or redevelopment) as appropriate. Where a bus stop improvements are stipulated to a development, they shall be built at the same time as the first on-site building.

When amenities are stipulated to a development and transit service currently serves that location, funds equivalent to the purchase and installation costs may be accepted by the city in lieu of the developer installing the amenities. The City would then be responsible for installing the amenities at a later date. Amenities may include passenger waiting shelters, benches, trash receptacles, bike loops, etc.

The design of transit stop amenities may be integrated with the design and materials of an adjacent development if the construction is to be paid by the adjacent development and the design has been approved by the city's Transportation Department.

In order to encourage the physical integration of transit stop amenities into the development of adjacent properties, transit stops that are integrated into outdoor dining patios, plazas or entrance features of the adjacent development shall be counted as part of the open space requirement for that site.

Parking

This plan recommends a study be conducted that reevaluates the city's policies on parking, creates support for city goals, modifies

the policies to be more consistently and easily applied and promotes transit as a primary mode of travel.

Street Design

Bus bays should be located on arterials (major) roadways and on the far side of signalized intersections. Exceptions shall be approved by the city's Transportation Department.

To support access to transit stops, streets should be designed to accommodate continuous pedestrian paths. Sidewalks should be provided on all streets as referenced in cross sections in the city's Streets Master Plan. Pedestrian crossings of streets should be at intervals of not more than 500 linear feet. Pedestrian refuges (a specially designed place halfway across a street) should be included as appropriate in any street with a width of more than 50 feet.

At intersections where the curb-to-curb distance is greater than 75 feet and where an intersecting bus route exists, bus stops should be located on both sides of the intersection. Passenger waiting areas will be developed only for those stops located at the far side of the intersection location. Exceptions shall be approved by the city's Transportation Department.

Priority measures (e.g., queue jumpers, dedicated lanes, signal pre-emption) should be implemented to give preferential treatment to buses operating on Scottsdale Road, Hayden Road and Shea Boulevard. The specific type of priority measure should be determined through further study on a case-by-case basis and in cooperation with traffic engineering staff.

Transit stops should generally be located on the far side of signalized intersections or intersections with collector and larger streets. Additional transit stops should also be considered at locations near or adjacent to major retail, office or multi-family (i.e. 250,000 square feet or 500 units or more) facilities. In some cases, the far side location may be moved further away from an intersection if there is no crossing transit route and there is a better access point serving adjacent uses within 500 feet of the intersection.

Larger transit stop facilities should be located where two citywide and/or regional transit routes intersect or at transit stops located at park-and-ride facilities.

Schools

The City should coordinate with school districts to promote safe pedestrian walking and bicycling routes to school.

Incentives

Incentives should be created for companies choosing to develop in a transit-oriented design such as providing expedited plan review if developers provide direct pedestrian access between local shopping centers and adjacent neighborhoods.



**Figure D.
Pedestrian Refuge**

4. SPECIFIC TRANSIT SERVICE IMPROVEMENTS

The Character and Design Element of Scottsdale General Plan states its vision of Scottsdale as:

Scottsdale residents and visitors value the diverse character and unique quality of design that our Sonoran Desert community offers. Scottsdale promotes a quality of development and redevelopment that is considered above the norm in terms of aesthetic composition and sustainable durability. Appropriate development in Scottsdale will strike a balance that respects the natural desert settings, historically significant sites and structure and the surrounding neighborhood context, with the objectives and needs of future generations. Art and aesthetic enhancement will continue to be essential components of our community's character and lifestyle.

Transit service should be designed to be appropriate to the nature of Scottsdale's lower density neighborhoods. These methods include systems to serve neighborhoods with flexible routing services or partnerships with private providers to encourage their more active role in transit. These and other service methods are included in the services described below and represent a commitment on the City's part to investigate and explore new ways to serve the mobility needs of residents, businesses, workers and visitors.

4.1 Operating

Listed below are specific areas where service demand has already been noted, where service demand is likely to grow in the next few years and where service would be needed to meet the goals outlined in this plan. **Implementation would depend on availability of funding, current demand estimations and upon the willingness and acceptance of transit in local**

neighborhoods. Each of these services would be planned with stakeholders.

General Recommendations

- Create the Transportation Commission as a transit oversight committee
- Actively market transit
- Prepare a monitoring system for reporting performance of service
- Support land use strategies that encourage transit friendly design
- Increase shelter maintenance as shelters are constructed

Recommendations for Current Services

- Operate Downtown Trolley year round, on Sundays and longer hours per day
- Expand operating hours and frequencies on current bus routes

Recommendations for New Services

- Create a trolley route to convey riders from resorts along Scottsdale Road to the downtown in partnership with the resorts and merchant associations
- Create a second downtown Trolley route
- Create a neighborhood circulator in southern Scottsdale to serve such areas as Paiute Center, Civic Center Senior Center and Library.
- Create a limited stop service on Scottsdale Road
- Provide service using Lincoln Road and Indian Bend
- Plan and establish a neighborhood circulator in McCormick Ranch

- Provide access to the Salt River Pima Maricopa Community and Mesa by participating in a McKellips bus route.
- Plan and establish a neighborhood circulator in McDowell Mountain Ranch
- Provide an express route from McDowell Mountain Ranch Telecommute/Transit Center to Phoenix
- Provide an express route from a park and ride near Pima Road and Pima Freeway into Phoenix
- Plan and establish a neighborhood circulator near Shea and 132nd St.
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- Create a limited stop route on Pima Road

Recommendations for Special Services

- Continue to meet the mobility requirements for people with disabilities as required by the Americans with Disabilities Act.
- Expand alternative paratransit programs with the purpose of managing costs of Dial-a-Ride and providing basic service to seniors and people with disabilities.

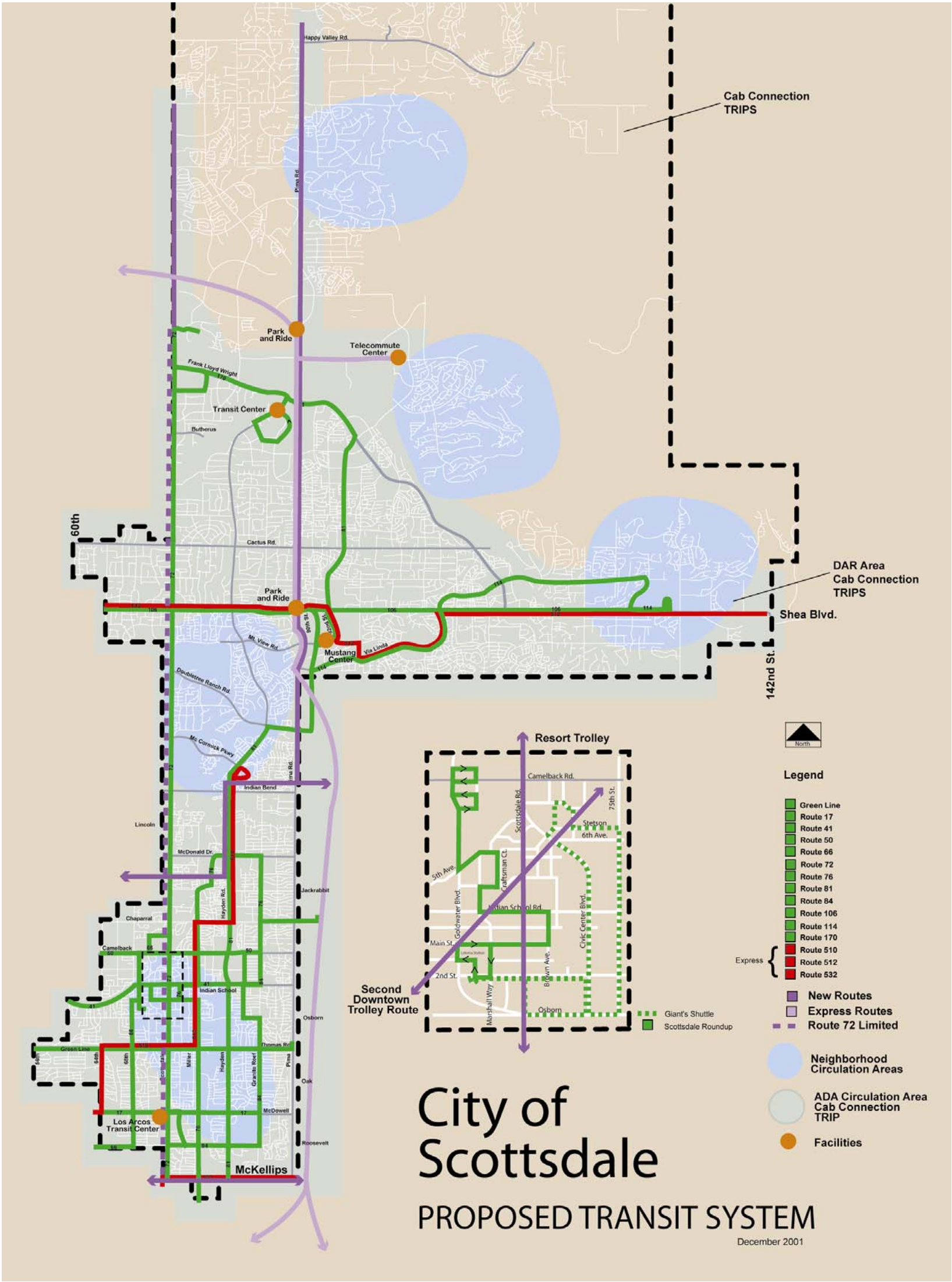


Figure E. Future Transit System

4.2 Capital

Capital improvements include projects that physically enhance the current system and support the operating needs listed above.

Two guiding principles in the purchase and construction of capital projects are:

- Planned in cooperation with local neighborhoods and stakeholders
- Reflect Scottsdale's character

Capital projects include:

- Purchase of Scottsdale Trolley vehicles
- Addition of technology to improve passenger-waiting areas (e.g. lighting, real-time information, audio signs and customer information).
- Addition of technology to improve bus service (e.g., enunciators, automatic vehicle locators, and automatic passenger).
- Facilities including:
 - A transfer and passenger center at the former Los Arcos mall
 - A telecommuting center in McDowell Mountain Ranch
 - A passenger transfer center near Mustang Library
 - An off-road bus parking area and passenger station near Northsight and Butherus
- Participation in a regional maintenance facility located in the East Valley.
- Park and Ride lots established in the areas of:
 - Pima Road and Pima Freeway
 - Pima Freeway and Shea Boulevard
- Transit and Dial-a-Ride Vehicles
- Transit Shelters

5. AMENDMENT PROCESS

Every five years, the full report should be updated and re-submitted to Council for information. Council action is needed for substantial policy changes that would affect the Goal of this report. (Council action will be required within the City's budget process to authorize significant expansion or retraction of the transit system.)

6. FINANCIAL PLAN POLICY STATEMENTS

General Policies

- Existing resources should be maximized through leveraging state and federal grant funds and innovative cost controls.
- An aggressive marketing program should be used to assist the cost recovery goal.
- Private investment should be encouraged to enhance the transit system whenever possible for both operating and capital goals.
- Performance measures should continue to be used to monitor system effectiveness and cost management goals.

Future Funding Mechanisms

An independent analysis of current and potential funding sources for both operating and capital has been conducted. This analysis was done to provide illustrative costs and possible funding scenarios. Copies of this analysis are available through the City of Scottsdale's Transportation Department. While this Transit Plan acknowledges the need for additional and dedicated sources of funding, this plan does not advocate a specific source.